

**FIGHT
FOR
SIGHT**

INDIVIDUAL GIVING MANAGER APPLICATION PACK

Individual Giving Manager Application Pack

- 📍 London with some flexibility for remote working
- 👥 Reports to Director of Fundraising & Engagement
- 👤 Line Manages: Senior Database Officer
- 📅 Permanent
- 🕒 35 hours per week
- 💰 c.£38,000 per annum



@fightforsightuk



020 3750 3111

bamboofundraising.co.uk

ABOUT US



**A WORLD
EVERYONE
CAN SEE**

► **More than two million people in the UK are affected by sight loss. And that number is set to double by 2050.**

Our vision is to create a world that everyone can see.

Fight for Sight is the UK's leading charity dedicated to funding eye research. We award grants for research into age-related macular degeneration, glaucoma, inherited eye diseases, and those linked to conditions such as dementia, stroke and diabetes.

Each year, we spend £3-4million on research projects. Applications for funding are rigorously peer-reviewed by international leaders in the relevant disease areas to ensure we are funding world-class research.

We are currently investing more than £6.5 million in 118 projects at leading universities and hospitals across the UK to transform lives all over the world.

We know that research is the answer to tackling sight loss. We just need to build on the progress that's already been made.



SCIENCE LEADS THE WAY

We strive for excellence in everything we do, seeking evidence to inform all of our work and decisions.



WE'RE DEDICATED TO BEATING SIGHT LOSS

We won't give up until we improve the lives of people with sight loss.

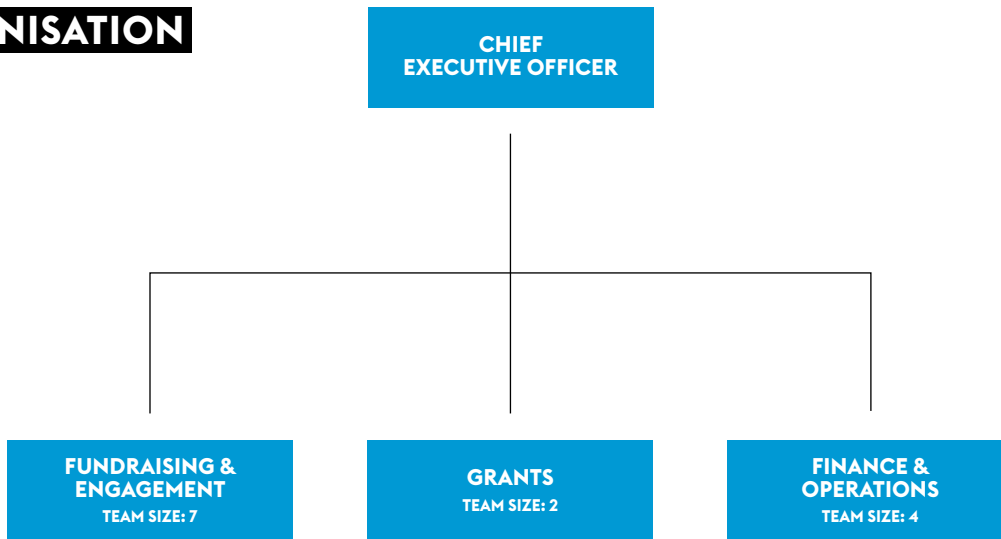


WE KNOW THAT WE ACHIEVE MORE BY PULLING TOGETHER

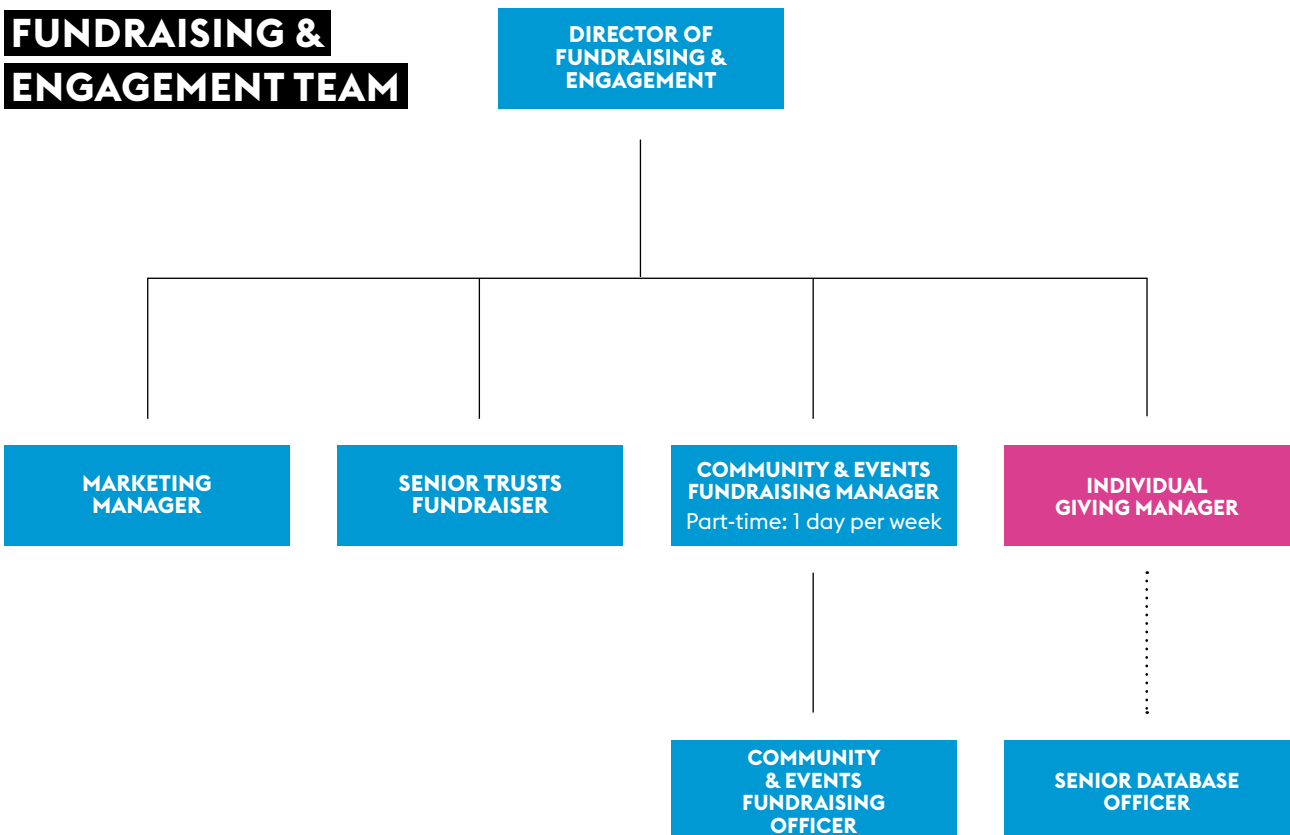
We value the different strengths, skills and experiences that we all bring.

ABOUT US

ORGANISATION



FUNDRAISING & ENGAGEMENT TEAM



THE NEED



EVERY DAY

250 people start to lose their sight in the UK

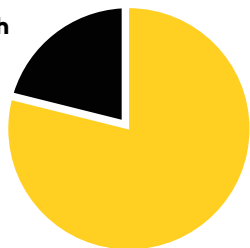


25,000 CHILDREN

in Britain are blind or partially sighted

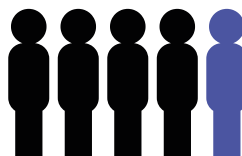
AROUND 79%

of people living with sight loss are over the age of 64



1 IN 5 OF US

will experience significant sight loss at some point in our lives



▶ **Right now, 2.5 million people in the UK are living with sight loss. This includes people with hundreds of different eye conditions and other illnesses that lead to sight loss, from age-related macular degeneration to corneal dystrophies. Some are incredibly painful. Others make ordinary tasks a daily challenge. And almost half are avoidable.**

But they all have one thing in common — they have a profound impact on the people living with them.

Unless we invest more in research and focus on prevention and early diagnosis, we will never end these conditions or the suffering they cause, we will only ever manage their effects.

There's also the financial impact. In England alone, visual impairment costs the economy £25.2 billion a year. This is set to rise to £33.5 billion a year by 2050. With earlier intervention, a lot of unnecessary pressure would be relieved from our already overstretched health service.

“VITAL RESEARCH NEEDS TO HAPPEN NOW TO HELP PRESERVE AND PREVENT DETERIORATION OF THE LIMITED SIGHT OF OUR KIDS. OUR AIM IS TO RAISE FUNDS TO HELP GIVE OUR LITTLE PEOPLE A FUTURE THEY CAN SEE.”

— **Team CRB1, a group of five families with children Minnie, Alessia, Jackson, Dimi, Mollie and Alfie affected by CRB1 gene-related eye conditions.**

OUR IMPACT

▶ **We're committed to putting an end to sight loss. We've invested £8million in over 159 research projects at 44 different universities and hospitals across the UK, supporting the brightest minds in vision research.**

Here are a few of our success stories:

FIGHT FOR SIGHT FUNDED RESEARCH SUCCESS

Professor Mike Cheetham at the UCL Institute of Ophthalmology has worked with scientists from ProQR Therapeutics in The Netherlands to pioneer a new genetic technique for treating a type of Leber congenital amaurosis.

The condition is the most common form of childhood-inherited blindness and affects 2 or 3 in every 100,000 newborn babies, eventually leading to blindness. Until now there has been no treatment. In clinical trial results announced in 2019, Professor Cheetham's technique successfully restored some sight in 10 people, with 1 patient able to see lights with increasing clarity and brightness for the first time in decades.



Professor
Mike Cheetham

FIGHT FOR SIGHT FUNDED RESEARCH IN PROGRESS

A project at the University of Cambridge, led by Professor Keith Martin, aims to repair the damage caused by glaucoma by strengthening the connection between the eye and the brain through protecting and regenerating nerve cells.

Currently, once sight has been lost due to glaucoma, there is no way of restoring it, so finding a way to repair the optic nerve would revolutionise treatment in this area.



Professor
Keith Martin

FIGHT FOR SIGHT FUNDED RESEARCH IN PROGRESS

Professor Majlinda Lako and her team at Newcastle University are using the latest pioneering stem cell techniques to develop a model for treating children with an eye cancer called retinoblastoma.

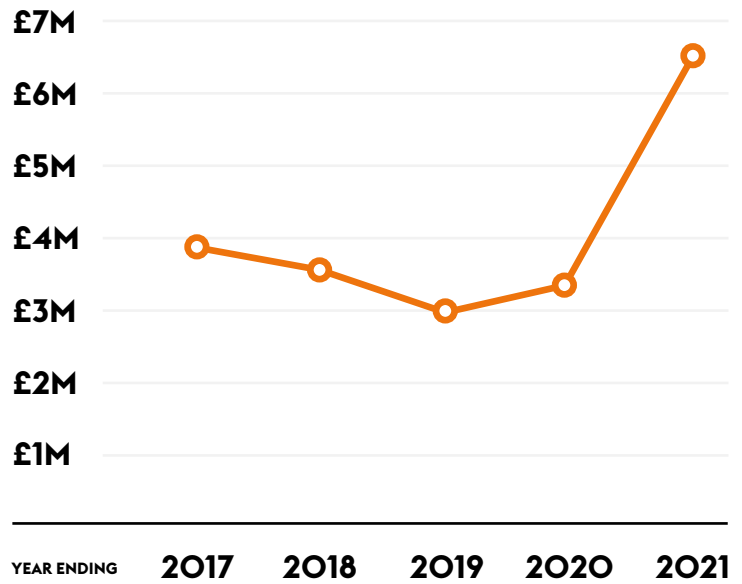
The researchers will use stem cells taken from blood samples of patients with retinoblastoma to gain more information about which retinal cells are affected. They believe their findings will help to identify patients whose sight could be saved as well as increasing the success of eye injections during chemotherapy so that the therapy reaches every affected cell, increasing the chances of saving children's sight.



Professor
Majlinda Lako

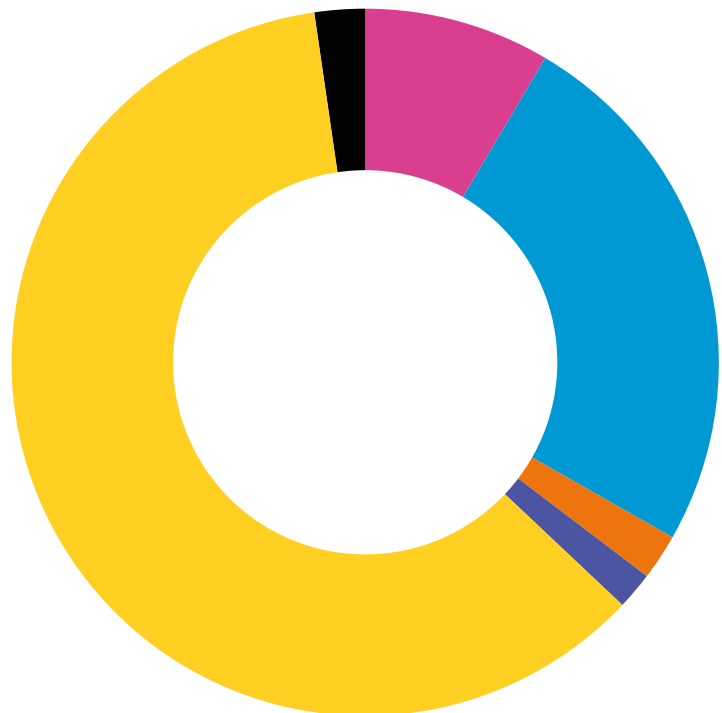
OUR FINANCES

FINANCIAL PERFORMANCE 2017-21



INCOME YEAR ENDING 2021

Individuals:	£550,000
Corporate & Trust:	£1,585,000
Community & Events:	£137,000
Research Partners:	£110,000
Legacies:	£3,887,000
Other:	£147,000



OUR STRATEGY



WE WANT TO ERADICATE SIGHT LOSS

We've made great headway with our 5-year strategy (2017–2022), which focuses on 6 key goals:

1. Increase understanding of how eye diseases and conditions start and develop
2. Prevent eye diseases and conditions
3. Enable eye diseases and conditions to be detected earlier
4. Develop new and improved treatments for eye diseases and conditions
5. Improve the public's understanding of how to reduce the risk of sight loss
6. Provide information to people affected by sight loss

OUR RESEARCH PARTNERS

We work with a host of different partners from across the charitable, academic and scientific sectors to increase the impact we can achieve. Below are just a few of the leading organisations we work with to drive even more impact and investment into sight loss research:



THE ROLE



► **We're at a crucial point in our fight against sight loss. Our pioneering research has already led to transformational treatments and our science is on the verge of future cures. With more support, we can radically reshape the future for everyone affected by sight loss.**

We're looking for an Individual Giving Manager to join our small, friendly team in order to:

- Drive the strategic and operational planning of Individual Giving to deliver strong income growth and return on investment (ROI)
- Devise and deliver the Individual Giving budget to maximise opportunities for growth, preparing robust annual income and expenditure budgets and ops plans

Job Title:	Individual Giving Manager
Location:	London with some flexibility for remote working
Reports to:	Director of Fundraising & Engagement
Line Manages:	Senior Database Officer (with matrix management)
Contract:	Permanent
Hours:	35 hours per week
Salary:	c.£38,000 per annum

THE ROLE

KEY RESPONSIBILITIES

- ▶ Develop and manage a programme for donor acquisition and retention
- ▶ Put together the Individual Giving budget, maximising opportunities for growth
- ▶ Prepare income and expenditure budgets and ops plans, re-forecasting on a quarterly basis
- ▶ Lead on the delivery of an impactful stewardship programme to optimise donor retention and deliver exceptional donor experience
- ▶ Oversee timely responses to donors with the support of the Senior Database Officer
- ▶ Optimise data capture opportunities to help us better understand our supporters
- ▶ Develop and manage legacy marketing using direct mail and digital channels
- ▶ Work with the Marketing Manager to create and deliver a digital marketing strategy
- ▶ Provide timely, high-quality reporting with robust analysis and recommendations to improve performance
- ▶ Manage external suppliers to execute the Individual Giving programme
- ▶ Work with colleagues to facilitate cross-selling of initiatives to engage donors
- ▶ Work collaboratively across the charity to develop content across all Individual Giving activity, including the Forward Vision newsletter
- ▶ Keep abreast of new trends and competitor activity, and communicate new learnings to the team
- ▶ Ensure communications are compliant with the relevant bodies, including HMRC, Gambling Commission, Fundraising Regulator, ICO, Charity Commission and ASA
- ▶ Support other areas of fundraising by attending events, exhibitions etc. as required
- ▶ Line manage the Senior Database Officer (this is a matrix management responsibility)
- ▶ Be accountable for the management and development of Raiser's Edge to maximise efficiency, working with the Senior Database Officer to resolve irregularities. Supporting the Director of Finance and Operations in the development of systems and processes, especially relating to income processing.
- ▶ Work with the Senior Database Officer to establish criteria for data selection and extraction
- ▶ Work with the Senior Database Officer to ensure donations are processed swiftly and accurately, Gift Aid income is maximised, and declarations are collected and accurately recorded

THE ROLE



WHO WE'RE LOOKING FOR

To make the application process fair and inclusive, rather than including a long-winded person specification, we've outlined the key experience and traits needed for the role:

- ▶ A proven track record of developing and managing successful cause-led Individual Giving programmes across all channels including digital and legacy marketing
- ▶ A penchant for financials and databases
- ▶ Demonstrable passion for, and commitment to, the vision, mission and values of Fight for Sight

BENEFITS

- ▶ 10% non-contributory pension contribution
- ▶ 25 days per annum annual leave plus bank holidays
- ▶ Season ticket loans
- ▶ Employee assistance programme
- ▶ Flexible working
- ▶ Supportive and values-driven culture

HOW TO APPLY



We're eager to fill this role and hope you're equally eager to apply!

NEXT STEPS



Read this document thoroughly to **make sure the job is for you.**



Send your CV to Bamboo Fundraising: graham@bamboofundraising.co.uk



Arrange a time to have a chat: **0203 750 3111**

"IF TREATMENT ENABLED MY SIGHT TO BE IMPROVED, I WOULD BE ABLE TO DO A LOT MORE AND RELY LESS ON OTHER PEOPLE."

Tara Playle, who had a stroke aged 24 that severely affected her sight.